THE INDIANA THEATRE

AN ACHIEVEMENT

BUILDERS

The Log of the Indiana Theatre would show entries and names of business organizations equipped for the satisfactory performance of their work. Such are those who appear below: all participating in the construction.

ARCHITECT AND DESIGNER
Mr. John Eberson
Chicago, Ill.

THE CONTRACTOR
John A. Schumacher Co.
Indianapolis.

WRITERS OF INSURANCE
Smith, Buntin & McKibben
Terre Haute

THE STOCK SALESMAN
A. J. Pfennig
Terre Haute

BUILDING TILE
Vigo American Clay Co.
Terre Haute

SAND AND GRAVEL
Macksville Gravel Co.
Terre Haute

CEMENT AND METAL LATHS
Reiman Lime & Cement Co
Terre Haute

GRAVEL
Bray Brothers
Terre Haute

THE PLUMBING
Wissel & Christman
Terre Haute

THE PLUMBING FIXTURES
The Crane Company
Terre Haute

THE UP-DRAFT BOILER
The Frank Prox Co.
Terre Haute

SHEET METAL WORK
Hartman & Company
Terre Haute

THE COAL SUPPLY
Deep Vein Coal Co.
Terre Haute

THE LUMBER
Hooton Lumber Company
Terre Haute

THE ELECTRIC SIGN
Flexlume Sign Company
Buffalo, N. Y.

POLYCHROME TERRA COTTA
American Terre Cotta and Ceramic Co.
Chicago

ROTUNDA FLOOR
Central Tile Company
Terre Haute

ORNAMENTAL PLASTERING
Standard Mosaic Tile Co.
Chicago

LIGHT CONTROL
Frank Adams Electric Co.
St. Louis, Mo.

LIGHTING EFFECTS
Pierce Electric Company
Chicago

LIGHT FIXTURES
T. W. Wilmarth Co.
Chicago

LIGHT SUPPLY
T. H. I. & E. Traction Co.
Terre Haute

FURNITURE
S. Karpen & Bros.
Chicago

SEATS
American Seating Co.
Chicago

PIPE ORGAN
Rudolph Wurlitzer Co.
Chicago

CARPETS AND RUGS
American Rug & Carpet Co.
Chicago

HEATING AND VENTILATING
The B. F. Reynolds Co.
Chicago

STAGE SCENERY
John Wenger
New York

THE ASBESTOS CURTAIN
The Fabric Studios
Chicago

THE VITROLITE
Hardin & Company
Chicago

THE WATER SUPPLY
T. H. Water Co.
Terre Haute

SHORT LENGTH FILMS
Educational Film Exchange
Indianapolis

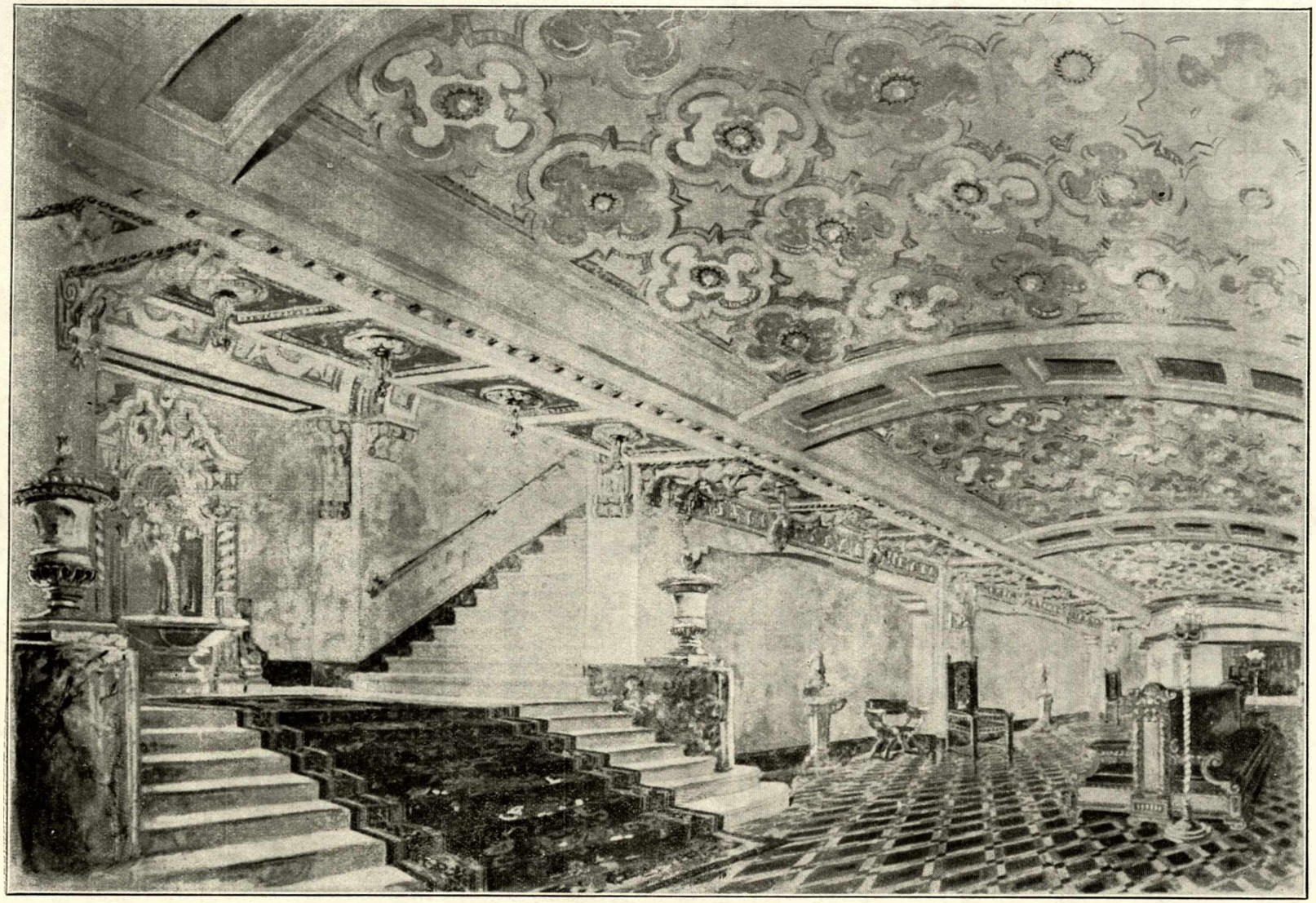
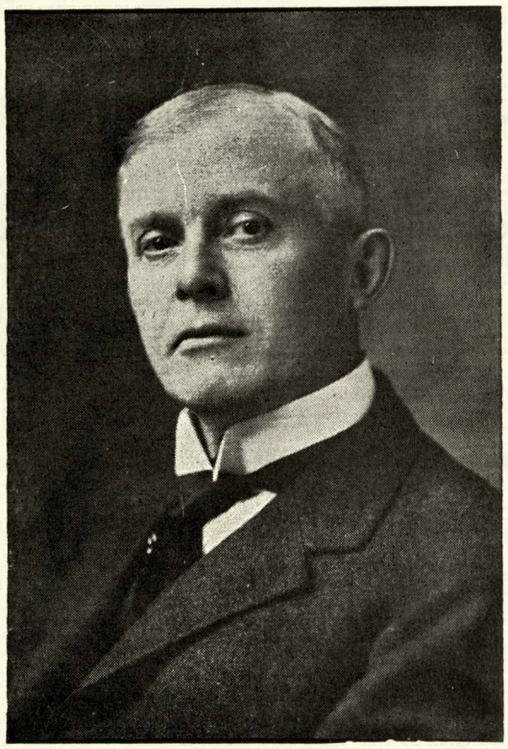


PHOTO BY SHOAF

The beauty and colorful Promenada of the Indiana Theatre is one of the noteworthy effects obtained by the Architect and the Builders. The photo is from the Architect's color sketch, which has been reproduced in a wonderful manner.

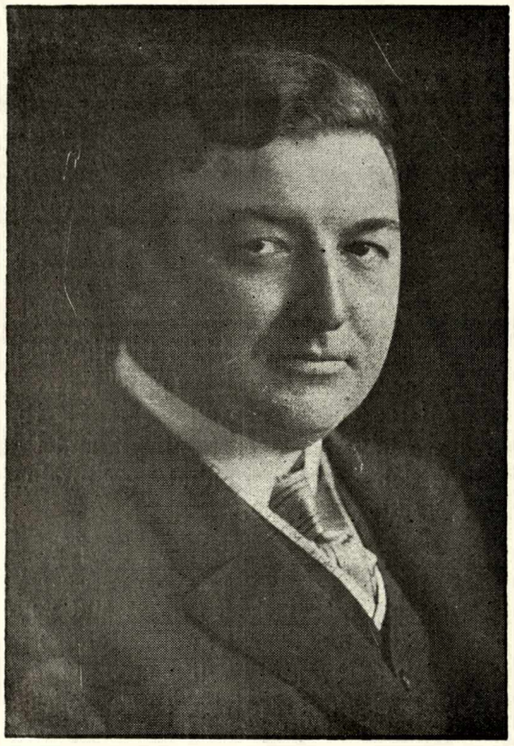
ADOLPH ZUKOR

From the fur business into the then new venture of the penny arcade—such a road led Adolph Zukor into the theatrical business and finally into the industry of motion pictures. Today, as president of the Famous Players-Lasky Corporation he becomes a part of the Indiana Theatre through the direction of the policy being in the hands of the corporation. "Zukor" is a name that has a meaning in the motion picture industry, inasmuch as the largest and most efficient portion of the industry is represented by the organization headed by Mr. Zukor. It has been through the leadership of Mr. Zukor that the corporation has absorbed such companies as the Oliver Morosco, Bosworth, Paramount, Artcraft—retaining the trademarks and making all sales through the Famous Players-Lasky Corporation. Paramount pictures will form the chief portion of the program of the Indiana Theatre.



T. W. BARHYDT

In 1897 a new figure entered into the theatrical life of Terre Haute when Mr. T. W. Barhydt came from Illinois where he had been interested in different theatres. The lease for the Grand Opera House was taken over by him and from then on, he was one of the predominating figures in Terre Haute theatrically. Success came there and in 1905 he promoted the Lyric as a vaudeville house, turning two years later to the Varieties, a much larger theatre and the new home of vaudeville. In 1914, vaudeville outgrew the Varieties and the Hippodrome became the new and handsome home of the patrons of this form of entertainment. After severing his connection with the Hippodrome, Mr. Barhydt, not content with remaining idle, began to plan for another theatre for Terre Haute. Two years and more ago this amusement structure began to occupy his attention, and through the months the idea became more and more an idea that would be a reality. Today, Terre Haute has the new Indiana Theatre, a realistic and real temple of diversion—the climax towards which the path of T. W. Barhydt has lead through these years in Terre Haute.



JOHN EBERSON

AN INSPIRATION through old Spanish architecture forms the basis of the architectural conception of the Indiana Theatre as designed by John Eberson, recognized as one of the leading theatrical architects in the United States.

The motifs of ornament as well as the color scheme to be found in the theatre are reproductions of the architectural and decorative examples of old Spanish art as found in the southern provinces of the Spanish kingdom. Such a style as is represented in the Indiana is not to be confused with the severe style and type of Spanish mission so common and wll known in Arizona and California.

The province of Andalusia, with a climate similar to that of Southern Italy, furnishes some of the most striking examples of the architectural reproductions for the Indiana.

Happy people are these Andalusians, under a glorious blue sky, living a comparative life of ease, confining their interests to the boundaries of their own small circles and vincinities, not influenced by worldly happenings or up-heavals, living a colorful life and pursuing their simple pleasures, borrowing all the while from nature the fantastic shades and colors of their customes the expressions and feelings in an architectural way in just such modes as are illustrated in Mr. Eberson's rendition of the Indiana Theatre.

The builders and decorators of the Indiana have made every effort to make this reproduction correct. When viewing the exterior and interior, one should keep in mind that the imitation of the antique was desired—black, red and yellow ornaments of comparative heavy profile with enrichments through floral effects.

Lighting effects represent in a wonderful manner the Andalusian sunshine in the outer lobbies, while one is in the midst of the mystic twilight in the main auditorium.

On the main ceiling is a blanket design borrowed from Moorish art—recalling to the art lover that the northern coast of Africa lies neighborly to the southern provinces of Spain, accounting for the influence of Moorish art on the work of the artisans and builders of southern Spain.

The Indiana throughout—from the door-knob of the main entrance door to the curvature of the opera chairs, from the polychrome lighting bracket to the design of the over-drape, is artistic Spanish in its purest form.

The latest of sanitary construction is found in the ladies' parlor and men's room. Vitrolite wainscoating of Hardin & Company—the latest type and newest style—provides the most sanitary material known for these nooks.

All of the main auditorium is on one floor—following the Yale bowl plan. Two thousand comfortable seats from the American Seating company, made of walnut with Spanish leather upholstering, broad and with a comfortable back-tilt, furnish ease for the audience.

Comedy and educational films will be furnished for the theatre by the Educational Film Exchange —a leading company specializing in the novelty, educational and comedy films of short length.

Some marvelous effects are offered in the ornamental plastering of the structure—all the work of the Architectural Decorating Company. Skillful hands have fashioned a fountain in the grand staircase that calls the attentions to the figures, the drinking fountains, and the leaf work. All of the work was done at the theatre during the construction.

The Reynolds unit heat generator system brings into the theatre an advanced step in heating and ventilating. A pleasing and uniform temperature is maintained through the remarkable control of heating fresh air drawn from the outside and circulated—furnishing warmed fresh air at all times.

A Paramount Picture

"A Paramount Picture" will be the line that flashes before you many times on the screen of the Indiana Theatre. You who enter the Theatre are here for entertainment and the pleasure which comes from photoplay productions of the highest type.

"A Paramount Picture" is, to you and your friends, a recommendation and a promise of an afternoon or evening well spent. It is a promise of clean and wholesome stories, enacted by artists, directed by leaders who are foremost in transferring a story to the screen for you.

"A Paramount Picture" represents an organization that believes in this industry and its patrons. Assembled together in it are those who look to the future more than the todays of life—seeking always to better.

It is particularly in keeping with the Indiana Theatre that it should offer **"A Paramount Picture"** to its patrons. It is the pleasure and duty of this organization to be **paramount** in more than name.

FAMOUS PLAYERS---LASKY CORPORATION
ADOLPH ZUKOR, Pres. JESSE L. LASKY, V-Pres. CECIL B. DeMILLE, Director Gen'l
NEW YORK

JOHN A. SCHUMACHER COMPANY

INDIANAPOLIS AND TERRE HAUTE

Builder of the Indiana Theater

ALSO

St. Anthony Hospital (Addition)
The Star Building
T. H. Savings Bank Building
Root Dry Goods Company
The Deming School
The Rea School
St. Mary-of-the-Woods
and many others.

It was a great pleasure and joy to me to receive a call from Mr. Barhydt to come to Terre Haute and to be awarded the architectural trust for the Indiana Theatre—my second opportunity to serve Mr. Barhydt and the people of the city of Terre Haute.

Into this Indiana Theatre I have put my very best efforts and endeavors in the art of designing a modern theatre such as I have often pictured as what I would do were I given a free hand.

It is daring, but I am content to be judged by the finished structure. The best of requirements for the "land of make-believe" with full comfort, refined beauty, and happy surroundings—all are here for Indiana patrons.

Thanks to you again, Mr. Barhydt, and a success that is worthy to you!

I sincerely hope that Terre Haute patrons of the Indiana will find pleasurable hours here without number—here in "our" new Indiana Theatre. That, after all, will be the measure of success achieved by the Architect.

JOHN EBERSON, Architect.

You are Entitled to a Whole Evening's Entertainment

Progressive owners of motion picture theatres are today trying to give their audiences a *whole* evening's entertainment.

They give careful thought to the *whole* program. They do not risk their chances of pleasing an entire audience by devoting all their attention to just one picture.

They present a diversified program: a fine feature, balanced by good short pictures---comedies, travel pictures of scenic grandeur, animated cartoons, short-subject photoplays, and news reels

Progressive Theatres Are Now Showing

SELIG-ROKK PHOTOPLAYS
CHRISTIE COMEDIES
MERMAID COMEDIES
PUNCH COMEDIES
TOONERVILLE COMEDIES
By Fontaine Fox

"WORLD WANDERINGS"
SLOW MOTION SPECIALTIES
SKETCHOGRAFS--CARTOONS
CAMPBELL COMEDIES
ANIMAL COMEDIES

"TORCHY" COMEDIES
From Sewell Ford Stories
"SCENICS BEAUTIFUL"
By Robert C. Bruce
KINGOGRAMS-NEWS WEEKLY

When you are shopping for a *whole* evening's motion picture enjoyment, look in theatre entrances for posters and card showing the Educational Pictures sign. When you see it---go in!

It's the Sign of a well-balanced Program

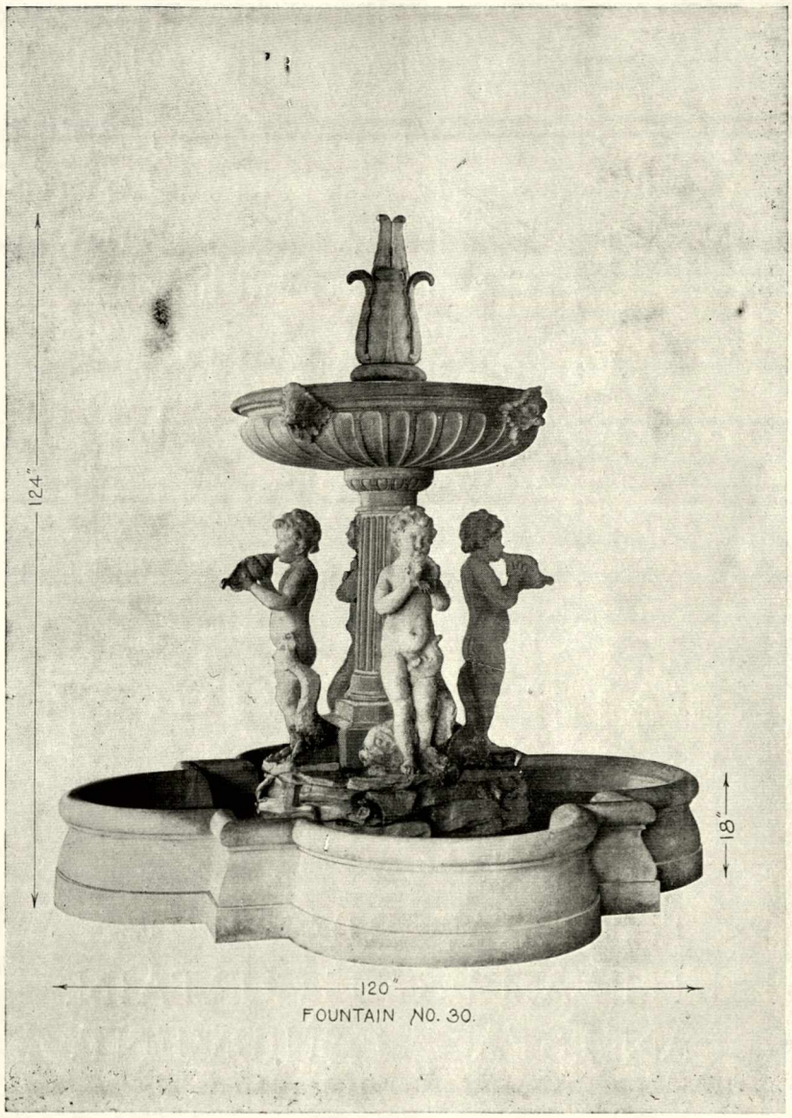
Educational Pictures
"THE SPICE OF THE PROGRAM"

EDUCATIONAL FILM EXCHANGE, Inc., OF INDIANA
CARL T. LIEBER, Manager
INDIANAPOLIS, : : INDIANA

ARCHITECTURAL DECORATING CO.

1600-10 South Jefferson Street : Chicago, Illinois

ORNAMENTAL AND PLAIN PLASTERING
IN THIS THEATRE EXECUTED BY US



MANUFACTURERS - CONTRACTORS
DESIGNERS

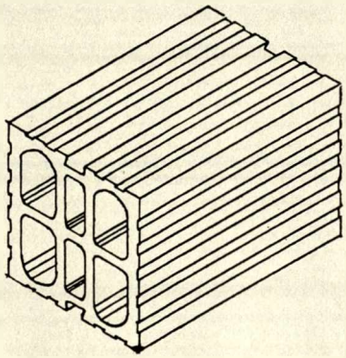
FOUNTAINS - VASES - BENCHES - FLOWER BOXES

Made in Cast Stone for Theatres and Hotels

REQUEST CATALOGUES

BUILDING TILE—THE ATLAS

THE V-A HEAVY DUTY BLOCK



Back of the beauty and grandeur you see here in the Indiana are the 89,756 V-A Heavy Duty Block.

Vigo-American Building Tile used exclusively in the Indiana, and the new Citizens Trust Building.

We also Manufacture Brick.

VIGO-AMERICAN CLAY COMPANY

17 SWOPE BLOCK

THE FABRIC STUDIOS, Inc.

CHICAGO

Furnished
THE DRAPERIES
THE ASBESTOS CURTAIN,
AND STAGE EQUIPMENT.

Executive office and display room
177 NORTH STATE STREET

Our new Shops and Studios in our own building,
South Kedzie Avenue at West Van Buren Street

ADA GREER HURST

Paramount feature pictures with Educational films are to form the general program of the Indiana Theatre. However, in addition to these will be stage entertainment, orchestral overtures and musical features.

It will be the policy of the theatre to offer two new feature photoplays each week with the program changing Saturdays and Wednesdays. The stage entertainment will not be of the vaudeville type—rather it will be well chosen song and dance and musical numbers.

Overtures by the Indiana Symphonic Orchestra under the directorship of Raymond B. Townsley, assisted by Jack Welch at the Wurlitzer pipe organ, will round out the program.

Opening at 12:45 o'clock each day, the first performance comes at 1 o'clock and will be followed by others at 2 o'clock, 3 o'clock, 5 o'clock, 7 o'clock and the last one at 9 o'clock. De Luxe performances are at 3, 7 and 9 o'clock.

The scale of prices will be twenty-five cents for matinees and forty cents for evenings and holidays.

Heavy and richly woven oriental carpets furnished and installed by the American Rug & Carpet Company work into the general tone of the interior. They are to be found in the aisles and loges.

In the early construction work, the heavy duty building blocks of the Vigo American Clay Company were called into service and were used exclusively in the theatre work. They are the Atlas —the strength that supports the beauty and grandeur one finds in the Indiana.

The Flexlume Sign Company has more than measured up to its national reputation in the sign, executing the design and erecting the sign in its entirety. Surmounting the sign is the brilliant peacock with its spreading tail, while below the "Indiana" sign stands out from the pattern. Three thousand lights are used, making the corner the brightest spot in the city.

Outside trimmings as a part of the theatre are the product of the American Terra Cotta and Ceramic Company. Polychrome terra cotta, in three colors, adds greatly to the effectiveness of the Spanish appearance of the theatre. The company did all of its work at the theatre and is counted among the leaders of this particular field.

An asbestos curtain from the Fabric Studios combines beauty that fits into the style of the theatre as well as providing a fire wall. In addition, the studios furnished the grand valance of the stage.

Ever since the first steps in the construction of the Indiana there has been a young man much in evidence. He is Maymond Mork, building superintendent for the Architect. Except for occasional visits by Mr. Eberson, the superintending has been in the hands of Mr. Mork and under his direction the work has been carried on. From here is to go to the theatre Mr. Eberson is building in Houston, Texas.

Terre Haute contractors who helped to build the Indiana include some well known firms—Hartman & Co., who did the sheet metal work; Wissel & Christman, who installed the plumbing; the Crane Company branch which furnished plumbing fixtures; the Frank Prox company which furnished one of its updraft boilers; cement and plaster and metal laths from the Reiman Lime & Cement Company; sand and gravel from the Macksville Gravel Co., and gravel from Bray Brothers.

Director Raymond B. Townsley of the Indiana Symphonic Orchestra gathered a reputation for himself while in the army—leading two different regimental bands. He was detailed to grade musicians while overseas and later was called to lead the A. E. F. bands at Pershing stadium.

In the rotunda is a handsome farence tile floor designed and executed by the Central Tile Company—which will immediately catch the eyes of the theatre patrons.

THROUGH the years this institution has witnessed the kaleidescope of progress in Terre Haute. Within these walls have been many whom you shall see upon the screen here. There names are found of great men of Industry, Politics, Science -- Leaders who have been honored guests. A Cosmopolitan Blue Book is the register -- great names of the present, those destined to be great -- have been scratched upon it. Today they are shadows on the screen of memory.

COMPANION to this will be the new INDIANA -- The Great, Future Great, Near Great, even unto the Never Great, will trod its aisles to see the shadows of others. This Institution can extend no more sincere wish to the INDIANA than to hope that it shall enjoy the reputation in its particular field that this institution does.

THE TERRE HAUTE HOUSE

Seventh and Wabash

Permit us to paraphrase one of the immortal lines of Shakespeare and say upon this occasion:

"We wish you all the success that you can wish."

U. S. POWDER COMPANY

803-5 Terre Haute Trust Building.

OF COURSE, THE ORGAN IS A

WURLITZER

REG. U.S. PAT. OFF.

HOPE - JONES

UNIT ORGAN

The successful transposition, from the head to the heart, of the ideas projected on the screen, can only come through the music of an organ built to reach the hearts of its hearers and not the discount demands of its purchasers. Wurlitzer organs are the most costly, magnificent, perfect in the world. Built in the finest theatres and auditoriums in the country.

THE RUDOLPH WURLITZER COMPANY

329 South Wabash : Chicago, Illinois

All rugs and carpets for the new

Indiana Theater

furnished and laid by us.

We specialize in furnishing all kinds of floor coverings for public buildings, hotels, hospitals, etc, etc. Estimates cheerfully given.

AMERICAN RUG & CARPET CO.

(Not Incorporated)

910 South Michigan Avenue : Chicago, Illinois

SERVICE and QUALITY---

Both are essential in construction, particularly in the sand and gravel. It is gratifying to know that this company gave prompt service with high quality to the Indiana Theater.

MACKSVILLE GRAVEL COMPANY
210 ROSE DISPENSARY BLDG.

It was the pleasure of this agency to furnish complete insurance protection for the Indiana during the erection of the building.

Smith, Buntin & McKibben
23 South Seventh Street
PHONE 383

JESSE L. LASKY

THE HISTORY of the modern motion picture may fairly be said to be synonymous with that of the Famous Players-Lasky Corporation, producers and distributors of Paramount Pictures. For it was in 1912, with the initiation of the producing activities of the Famous Players Film Company that the modern five-reel feature, the accepted standard of today, was born.

Adolph Zukor was an exhibitor of motion pictures at that time and the pictures he was compelled to accept from the producers of that day were crude and not numerous. He decided, as long as he couldn't get what he wanted, that he would go into the producing business himself. The Famous Players Film Company accordingly was organized and production work was started in a little studio. The initial production was "Queen Elizabeth," starring Sarah Barnhardt, which was followed by James K. Hackett in "The Prisoner of Zenda."

So great was the success of these Famous Players pictures that in September, 1913, other concerns entered the field, following the Famous Players policy. In these companies was the Jesse L. Lasky Feature Play Company, organized by Mr. Lasky and Cecil B. DeMille, and which launched its production career at Hollywood, Cal. This company's first production was "The Virginian," starring Dustin Farnum, and many a funny story is told of the financial and technical difficulties encountered and surmounted. Bosworth, Inc., also entered the field at Hollywood at about that time and the two companies combined their distributing resources in what was known as the Paramount Pictures Corporation.

In July 1916, the Famous Players and Lasky companies joined forces under the name of the Famous Players-Lasky Corporation and later absorbed the Oliver Morosco Photoplay Co., and Pallas Pictures, the output of Bosworth, Inc.

In October of this year the Artcraft Pictures Corporation was formed and early in 1917 both the Paramount and Artcraft corporations were absorbed by the Famous-Players-Lasky Corporation. Thanks to the sagacity of Mr. Zukor, who had been president of the Famous Players-Lasky ever since it was founded, the name "Paramount" was preserved as the name for the company's output.

Today Paramount Pictures represent more than one-third of the feature production and distributing business in the United States, being shown in more than 11,000 theatres in America, and distributed through scores of branch offices throughout the world, they literally encircle the earth.

The little Famous Players studio soon gave way to larger quarters and then to still larger. The Eastern production activities of the company are now centered in the new studio in Long Island City which, together with the laboratory across the street, represents an outlay of $2,500,000 and can accommodate twelve producing units at one time.

Out at Hollywood the studio where all the work on the early Lasky productions was done was recently outgrown as a mere property room and today the Lasky studio covers acres of ground and is one of the largest and finest studios in the world. A million-dollar plant in London serves as the company's European production center and Paramount Pictures, directed by foremost American directors and with American players in the casts, are being filmed all over Europe.

Adolph Zukor is president of the Famous Players-Lasky Corporation. Jesse L. Lasky, first vice-president, is in charge of all production; Cecil B. DeMille is director-general, and Sidney R. Kent is in charge of sales as general manager of distribution.

In the new Indiana Theatre the Paramount Pictures will form the regular program, opening with Thomas Meighan in "Cappy Ricks." Through the absorbtion of the American and Orpheum in the same company, all productions of the Paramount Company will be shown in Terre Haute at one of these three theatres.

THE MAJOR Pre-Selective-Remote Control SYSTEM

Recognizing the need of perfect lighting control to adequately fulfill the requirements of this beautiful theatre it is natural that the choice should fall on

The Major Pre-Selective System

We feel highly honored by the distinction this choice gives us and wish, in sincere appreciation, the utmost success to the Indiana Theatre. In doing so we also extend most hearty congratulations to

MR. JOHN EBERSON
Architect

MR. T. W. BARHYDT
President

on their achievement in the conception and successful completion of this exquisite playhouse.

Frank Adam Electric Co.

ST. LOUIS, MISSOURI

FA TRADE MARK

We congratulate the City of Terre Haute upon having this beautiful structure of edification at their service.

THE PIERCE ELECTRIC COMPANY.

To those interested in practical, asthetic and efficient theatre electrical equipment:

John Eberson, the architect of the Indiana Theatre, has requested us to comply with his motto:

P P
P P P
P P

Consequently, the money spent for electrical equipment in this theatre not only covers all practical requirements but amplifies the decorating features and greatly adds to its congenial atmosphere.

The Pierce Electric Company have executed the electrical construction work on the Indiana Theatre and forty other theatre buildings, all of which have given satisfactory service.

PIERCE ELECTRIC COMPANY
CONTRACTORS

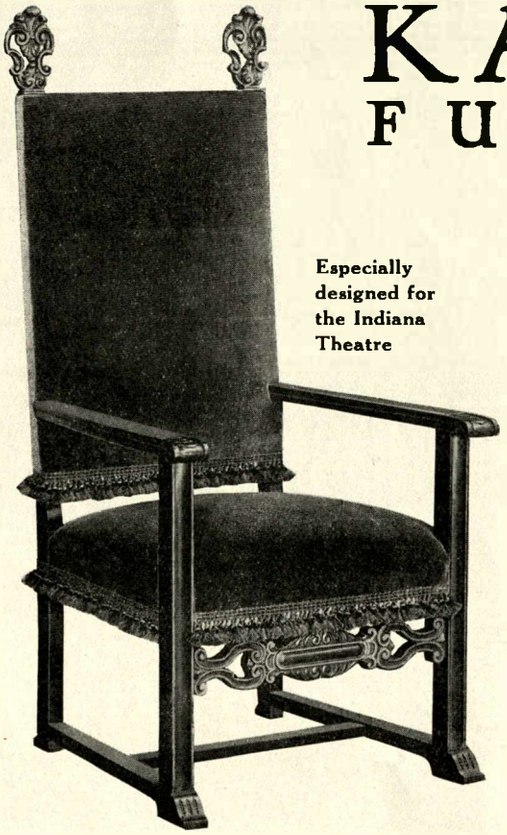
215 WEST RANDOLPH ST. : : CHICAGO, ILLINOIS

You who view this new Theatre have no idea how much pride I take in the setting installed here in the Indiana. Into it I have given every effort, and it is, without a doubt, the finest I have made for any theatre in my career so far. The pleasure and joy you may get from it will be an added reward to the designer.

JOHN WENGER

200 West 57th Street : New York

KARPEN
FURNITURE



Especially designed for the Indiana Theatre

The Karpen Shops in Chicago, New York and Michigan City, Ind. offer extraordinary facilities for the designing and building of unusual furniture to harmonize with modern architectural features.

Karpen furniture is built for the home, club, hotel, lodge and public building.

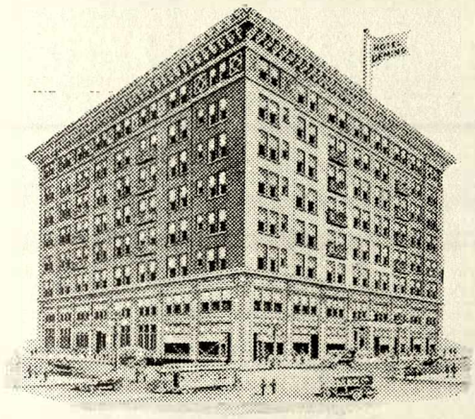
Sold by dealers everywhere.

S. KARPEN & BROS.

Exhibition Rooms

CHICAGO
801-811 S. Wabash Ave.

NEW YORK
37th St. & Broadway



A worth while hotel in a worth while town---extends a cordial welcome to a new worth while theatre.

THE HOTEL DEMING FINDS PLEASURE IN THE FACT THAT IT NUMBERS AMONG ITS GUESTS DISTINGUISHED VISITORS ATTENDING THE DEDICATION OF THE INDIANA THEATRE.

The HOTEL DEMING

WM. BAYFIELD, Manager

MYRIADS of thousands of light rays into the night, banishing the darkness from without and within, making a literal palace live and scintillate with the lambent flame which comes from a veritable constellation! So the electrical picture reveals the new Indiana Theatre.

BACK of this luminosity is a constant music from swiftly revolving wheels on the Banks of the Wabash—the power plant sending its product far and wide. This it is that sends a white path to the screen, there revealing and unfolding comedy and drama, an old time tale, a modern thriller, faces of famous folks, visits to foreign lands. So the power plant reveals the pictures for the Indiana Theatre.

A cordial welcome to the Indiana as an exemplification of electricity is extended by the

T. H. I. & E. TRACTION COMPANY

THE REYNOLDS UNIT HEAT GENERATING SYSTEM

JOHN EBERSON
212 EAST SUPERIOR STREET
CHICAGO

B. F. Reynolds & Company,
17 W. Illinois Street,
Chicago, Ill.

Gentlemen:—

Advertising adds a great deal to a firm's success but nothing adds so much as the satisfactory performance of a duty, and satisfied clients.

In this case I feel it opportune to present B. F. Reynolds & Company with this testimonial, which should be real advertising because this company very satisfactorily installed its REYNOLDS UNIT HEAT GENERATING SYSTEM in the Indiana Theatre conscientiously and promptly.

It has been functioning without adjustment ever since the first fires were placed in the fire-box and the starting of the switch incited the current in the motors driving the large fans delivering 100,000 cubic feet of air per minute for the ventilating system of the Indiana.

Cordially yours,

JOHN EBERSON,
Architect.

THE REYNOLDS UNIT HEAT GENERATING SYSTEM

Eliminates boilers, steam coils or radiators — ***Develops maximum efficiency at lowest cost***

An efficient heating plant and ventilating system combined, at practically the cost of a good heating plant alone.

B. F. REYNOLDS & CO.

Heating and Ventilating : Engineers and Contractors

17 W. ILLINOIS STREET, CHICAGO

PHOTO BY SHOAF

MAX SCHUMACHER
of John A. Schumacher & Co.

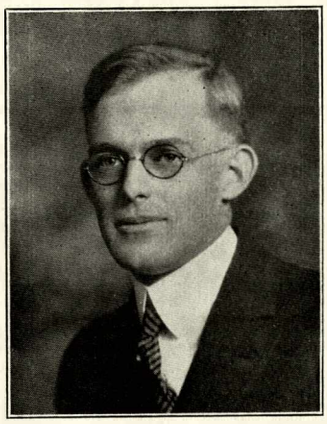


PHOTO BY SHOAF

RAYMOND MORK
Building Superintendent for John Eberson

ASSOCIATED WITH Mr. John Eberson, architect, in constructing and equipping the Indiana Theatre are leading business concerns of the country. The effort made to have the best of these companies do their particular work results in a list that gives a veritable "blue book."

From the time that the John A. Schumacher Company first started on the construction of the theatre until the first Paramount and Educational pictures were flashed upon the screen, the structure has gone through advancing steps to its completion—each step bringing into the theatre the talents of established business.

From the rotunda with its brilliant Spanish effect, into the more subdued promenada, and then into the main auditorium and even on the stage, one finds the work of masters exemplifying the ideas of the Architect.

The Major system of light control touches the work of the Pierce Electric Company—through fixtures made especially by T. W. Wilmarth. Ornamental plastering of wonderful workmanship brings the Architectural Decorating Company to the front, while the Standard Mosaic Tile Company contributes the promenada floor and the grand staircase to the elevated seats.

Stage scenery designed and executed by John Wenger, a leader of the new school, greets the eyes along with the asbestos curtain and grand valance of the Fabric Studios. The giant Hope-Jones pipe organ, of latest model and type, of the Wurlitzer Company comes into evidence only when one discovers that the pipes are hidden behind window effects.

Bodily comfort is provided through the Reynolds Unit Heat generator system, furnishing uniform temperature—as well as the broad, comfortable seats of the American Seating Company. A picture booth cleverly concealed is in the midst of this—and on each side one finds the loges.

First attention is directed outside by the wonderful sign erected by the Flexlume Sign Company—surmounted by the peacock with its spreading plumage—with its three thousand lights turning night into day. Trimmings of polychrome terra cotta by the American Terra Cotta & Ceramic Company give the final touch to the exterior of the Indiana.

Throughout the interior and exterior is the work of master hands and minds—even into the ladies parlor with the Vitrolite wainscoating of Hardin & Company, also found in the men's room.

The best was desired in the Indiana and it came when the best companies were gathered together in a work that stands as a new era in theatre building.

One of the features of the Indiana is the lighting effect and the cove lighting above, providing a gradual change of amber, red and blue, as worked out by Mr. Eberson and the Pierce Electric Company. It is controlled by the Major system of light control, developed by the Major Equipment Company and built by the Frank Adams Electric Company. From the board on the stage are controlled all lights of the theatre, and dimmers are employed to bring about gradual changes instead of the old system of sudden flashes.

STANDARD MOSIAC TILE CO.

MANUFACTURERS AND CONTRACTORS

ART MARBLE TILE FLOORS, BASE, STAIRS, WAINSCOTING, Etc.

MARBLE GRANITO FOR TERRAZZO FLOORS AND STUCCO WORK

We have manufactured and installed the art marble tile floors, base and stairways in the Lobby and Promenada of this theatre.

You be the judge as to their worth.

We will estimate and execute similar work anywhere throughout the United States and Canada.

OFFICE and FACTORY, 4551-61 FIFTH AVENUE, CHICAGO, ILL.

The seats in the new Indiana Theatre, Terre Haute, were manufactured and installed by the American Seating Company, under specifications by John Eberson, architect.

AMERICAN SEATING COMPANY

GENERAL OFFICES:
14 East Jackson Boulevard
CHICAGO

Branches and Display Rooms in Principal Cities.

Some Terra Cotta is better than others
"AMERICAN" Terra Cotta is the best.

IT IS AS GOOD AS ITS NAME

The Terra Cotta of the
Indiana was furnished by

THE AMERICAN TERRA COTTA
& CERAMIC CO.
1701 PRAIRIE AVENUE : CHICAGO, ILL.

Lighting Fixtures and Floor Lamps

FOR

The Indiana Theater

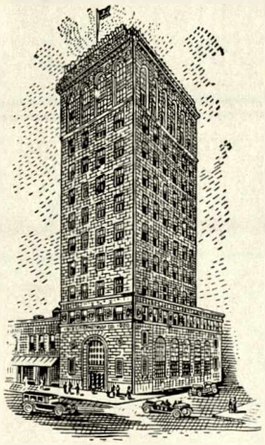
Designed and Manufactured
by the

T. W. WILMARTH CO.

229 Huron Street : Chicago, Illinois

CORRESPONDENCE SOLICITED

CONGRATULATIONS, TERRE HAUTE!



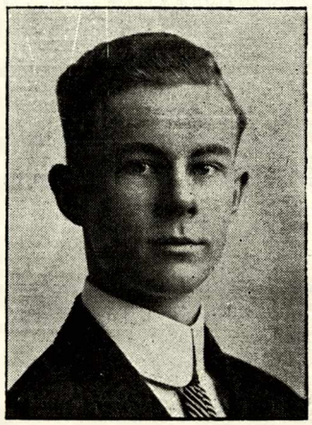
THE Citizens Trust Company, from its new home, extends congratulations to theatre-goers of Terre Haute upon the opening of the Indiana, and to the management its sincere wishes for success. The Indiana Theatre is an evidence of faith, trust and belief in Terre Haute which has not been misplaced.

1897 GRAND OPERA HOUSE.
1905 LYRIC THEATRE.
1907 VARIETIES THEATRE.
1914 HIPPODROME THEATER.
1922 THE INDIANA THEATER.

Congratulations, Mr. Barhydt!

TERRE HAUTE SAVINGS BANK
Sixth and Ohio Streets

RAYMOND B. TOWNSLEY



BURTON STEINHOUSER

Heading the staff for the Indiana are Ada Greer Hurst, the efficient secretary, and Sidney Smith, director, while with them in the operation of the theatre will be others of importance and reputation. Mr. Smith comes from the Famous Players-Lasky Corporation from New York as the director.

Raymond B. Townsley, director of the 152nd as well as the 47th Infantry bands overseas, has been engaged as director of the symphonic orchestra. Mr. Townsley was chosen, while overseas, to direct the A. E. F. bands consolidated into one musical organization at the Allied games in Pershing stadium.

W. Remington Welch, a member of the new school of organ playing, will preside at the Hope-Jones organ of the Wurlizter company. Mr. Welch, since 1913, has been in New York, Newark, Rochester, and Cleveland, and comes here after two years at Detroit.

Directing the publicity will be Maurice A. Fox, who also occupies the same duties with the American and Orpheum. Bert Steinhauser comes from the American as chief operator, while Earl (Pete) Hurst will have the stage under his direction. Richard Greer will be house manager; Lew Martin th electrician; and Bobby Lloyd will be door-man.

□□□□

John Wenger, a leader in the new school, has provided some startling designs in the stage setting, giving an artistic rendition of the new conception of stage settings. There is nothing of the old scenery painter in the settings.

Original designs in keeping with the Spanish architecture are found in the electrical fixtures executed and installed by T. W. Wilmarth. No cold white lights come from them—instead, there are rich, warm tones that give color and effect to the interior.

A "throw" of 78 feet is made possible because of the location midway in the auditorium of the projection machine. The throw is straight, giving a clear cut picture, and without the usual distortion which comes from the old angle of the throw and screen.

The Rudolph Wurlitzer Company has installed one of its latest Hope-Jones organs—controlled from the main console in the pit. Pipes are concealed behind two large screens which assume the appearance of windows, lighted from within, a balustrade upon which is perched a peacock giving welcome to the audiences.

Great richness and harmony has been given to the tenazo tile floor of the promenada, executed and laid by the Standard Mosaic Tile Company. This same company also made the grand staircase to the elevated seats of the auditorium.

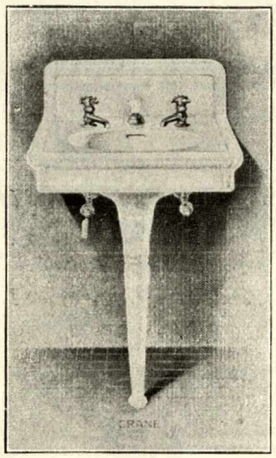
Small oriole windows adorn the side walls, giving a picturesque effect and adding to the general effectiveness of the organ screens. The also play a part in the marvelous lighting effects gained from the screens.

S. Karpen & Bros., have given a welcomed addition to the building in the especially designed furniture found in the promenada, the loges, and the ladies' parlor. All furniture was especially designed by the company for the theatre to follow out the Spanish style.

WISSEL & CHRISTMAN

TERRE HAUTE, INDIANA

Installed Plumbing and Warren Webster Vapor Heating in the Indiana Theatre Building.

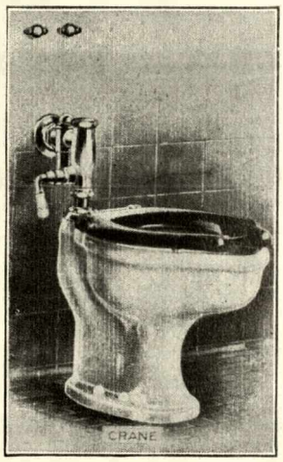


Plumbing Fixtures
Furnished by

CRANE CO.

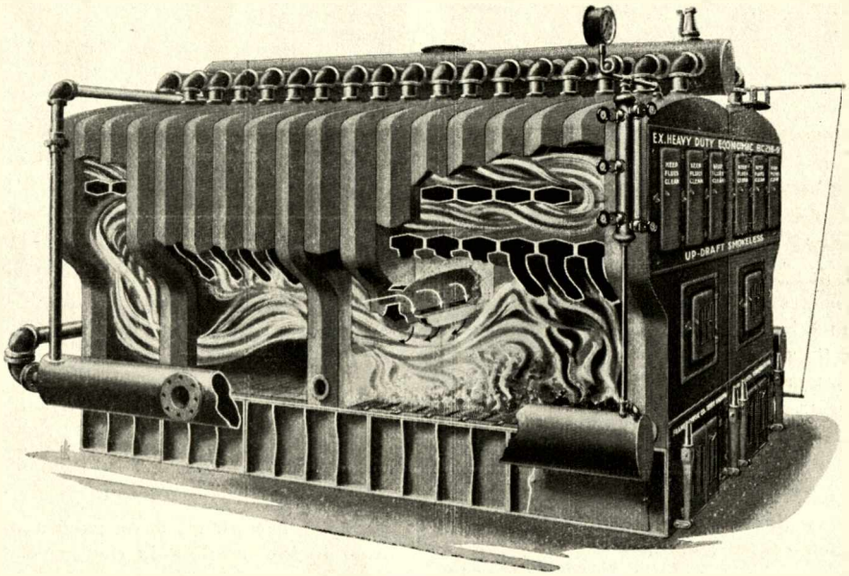
TERRE HAUTE,
INDIANA

(Branch)



"PROX" AIR DRAFT SMOKELESS BOILER

INSTALLED IN THIS THEATRE



FRANK PROX CO., Terre Haute, Ind.

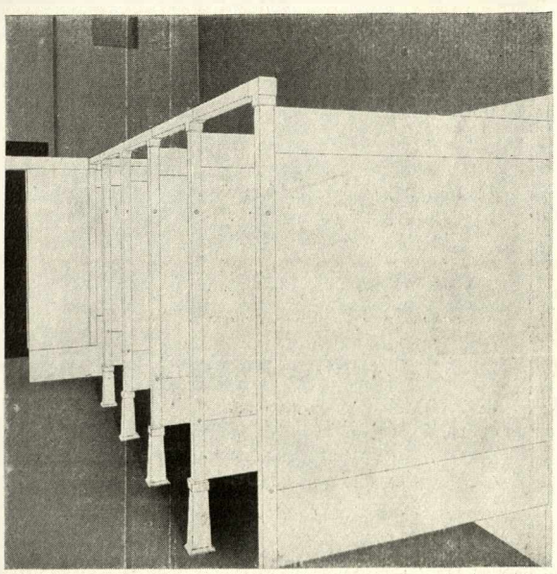
At the sign of the Peacock --

Producing and developing an idea is a happy sort of a task for an organization that finds joy in utilizing its talents and equipment. Doing this in the entire rendition of the beautiful and elaborate sign system of the INDIANA THEATRE has been our part --- and it has been no small pleasure.

The Sign's first!

FLEXLUME SIGN COMPANY

CHICAGO BUFFALO NEW YORK



VITROLITE is a fire-finished, non-porous, stain proof, acid resisting material for toilet and shower partitions as well as wall surfacing of every kind. It is made in slabs of various sizes to meet the several requirements. Write for samples and name of local representative

The New Indiana Theatre of Terre Haute

Built to house superior entertainment, this new theatre was also designed to give its patrons the maximum in comfort and safety.

That is why cleanly, sightly, sanitary, pure white VITROLITE was selected for use in toilet and wash rooms.

When in need of material for such a purpose, remember there is nothing to equal VITROLITE for strength, cleanliness and beauty.

THE VITROLITE COMPANY

Chamber of Commerce Building
CHICAGO

VITROLITE

ACHIEVEMENT faces Terre Haute, representing visions of today and tomorrow. There is the generalship of the organizer in associating Terre Hauteans with recognized leaders of the photoplay producing profession. There is that daring and rare architectural genius exemplified in this achievement. There are the ability and resourses of the builder shown in carrying out these plans.

TO YOU Mr. Barhydt, the organizer; to you Mr. Eberson, the Architect; and to you, Mr. Schumacher, the builder --- Terre Haute extends thanks and appreciation with best wishes for the new Indiana Theatre.

SIEGEL'S
602 Wabash Avenue

A. HERZ
646-652 Wabash Ave.

CITIZENS INDEPENDENT TELEPHONE CO.
120 South Seventh Street

RICHARDS & SONS COAL
Citizens Trust Bldg.

BRAY BROTHERS

Pride may be taken in the frequency of the loads of gravel which Bray Brothers furnished during the building of the INDIANA.

BUILDING MATERIALS

BRAY BROTHERS
1138 LOCUST STREET

When they thought LUMBER
They thought HOOTON

Few buildings are erected in Terre Haute without thinking "HOOTON for LUMBER."

HOOTON LUMBER COMPANY

10th and Third Avenue
Phone Wabash 65

SHEET METAL and TILE ROOFING

HARTMAN & COMPANY
1725 Wabash Avenue

It is a recommendation to have been selected to do the sheet metal and tile roofing work for the INDIANA, and a real pleasure to know that it has been worthy of praise by the Architect.

BEAUTY in the Indiana is not confined only to the walls and fixtures.

It is to be found in the floor, particularly that design one finds in the rotunda.

This company was entrusted with the tile flooring and takes pride in the results which were attained.

CENTRAL TILE COMPANY
1100 Wabash Avenue
WALTER DUENWEG, Mgr.

Order

DEEP VEIN

The Original White Ash

COAL

MORE HEAT-LESS WASTE

Phones: 1099 and 8020-J

No fountain can serve its purpose without water. It is this company's pleasure to furnish water for the beautiful fountain of the new Indiana Theatre.

TERRE HAUTE WATER WORKS CO.

Wouldn't it be fine if you could go from this magnificent new home of the new Indiana to cozy home of your own?

Let us tell you how it can be done.

CHAS. M. TROUT CO. Inc.

Real Estate, Insurance, Rentals, Loans, and Investments
Safety Deposit Boxes for Rent

19 SOUTH SEVENTH ST.

APPEARANCE--

At the theatre one finds that appearance is considered most essential. At your service is one of the most complete organizations in the state. Let their efficient methods assist you in gaining that appearance which counts for so much.

ERMISCH
My Cleaner

106 North Seventh St.
Phone-Wabash 6500

LEVI'S, an institution that was founded and built upon the belief that folks are square, wishes all success to the new Indiana Theatre.

LEVI'S
DRY GOODS
COMPANY
504 WABASH AVENUE

"HOWDY, NEIGHBOR"

You have become a part of that region known as "Seventh and Ohio". Your name shines forth among those that were inscribed there long before you came into our midst. Into the fellowship of "Seventh and Ohio" you are welcomed by we who have had an abiding faith in the future of Terre Haute. You are a notable step in this future, and our chest has a perceptible swell as we greet you with: "HOWDY, NEIGHBOR"

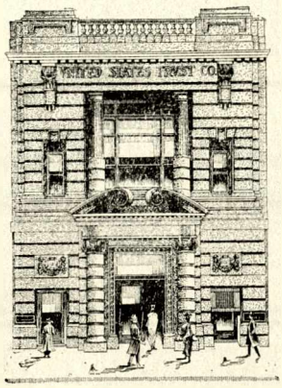
KADEL'S ART SHOP
125 So. Seventh

JOHN G. HEINE & SON
Florist 129 So. Seventh

SMITH'S DELICATESSEN
123 So. Seventh

James D.
Bigelow Co.
INSURANCE
31 SOUTH SEVENTH STREET

Wishes our
new neighbor,
The Indiana Theatre
every possible
success.



Congratulations and
Good Luck, Indiana!

U. S. TRUST CO.
643-45 WABASH AVENUE

**THE
BON TON**

offers the discrimating public those pastries of good form and taste made fresh each day in the new home west of the Indiana.

PASTRY SHOP
415 OHIO STREET
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Lehigh Portland Cement
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John-Manville Roofing
EXCLUSIVELY USED.

FURNISHED BY

**REIMAN LIME &
CEMENT CO.**
TERRE HAUTE, INDIANA
100 NORTH 10½ ST. **PHONES Wabash 126 and 6517**
ESTABLISHED 1856

This friendly bank and trust company - at the very start - has entered into the most pleasant financial relations with the newest amusement interprise of Terre Haute.

The Terre Haute Trust Company, already the depository of many, has been chosen by the Indiana Theatre. All possible success is the wish of this friendly bank.

THE BOOK

DESIGNED AND PUBLISHED BY
WILLIAM R. SIMMONS

: : Terre Haute, Indiana : :

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